

Report from Leather Education Breakout Group

Meeting May 27, 2004 Charlotte, NC

Committee Attendees:

Heather Bolick (Chairperson) – Leather Services of America
Jack Arthur – Norwalk Furniture
Bud Caywood – Trio Leather
Harvey Cline – Ethan Allen
Les Flippo – Universal Leather
Bill Reichel – Flexsteel Industries

Discussions Included:

AFMA Leather Education Booklet

- Approved Sections of the Booklet – Advantages of Buying Leather, Purpose Statement, and Leather Care Tips
- The following sections of the Leather Education Booklet will be sent again for the JILSGC review and ballot approval:
 - Glossary of Terms (We will add reference to ASTM's Leather Terminology)
 - Understanding the Natural Markings of Leather
 - Leather's Tanning Process
- New Section presented to the Committee – “How to Sell Leather Upholstered Furniture”. Even though this section is “sales oriented” versus factual info, the group agreed this material should be presented to the entire JILSGC for ballot approval.
- New Sections to Create –
 - Leather's History (Bud Caywood to get info from Les Flippo and present this section at next meeting for committee approval.)
 - Table of Contents (Heather Bolick to write up.)
 - Disclaimer / Credits (Les Flippo to write up.)
- Continued group discussion on “Most Commonly Asked Questions when Purchasing Leather Upholstery Furniture” – Reviewed existing questions and decided against using this section for the AFMA Booklet
- Leather Types – Will add this info upon receiving from the Leather Care and Maintenance Breakout Group
- Two graphs were provided as additions to Booklet. These graphs can be combined as another Section, “What Type of Leather Best Suits my Lifestyle?” Adjustments need to be made to each graph with assistance from AFMA.

AFMA Leather Easel – use at retail level for “romancing the sell of leather furniture”. Will send this proposed easel to entire JILSGC group for ballot approval.